

LLA-LOOK LIKE AUDIENCE

And

NARROW AUDIENCE

Apa itu Look like

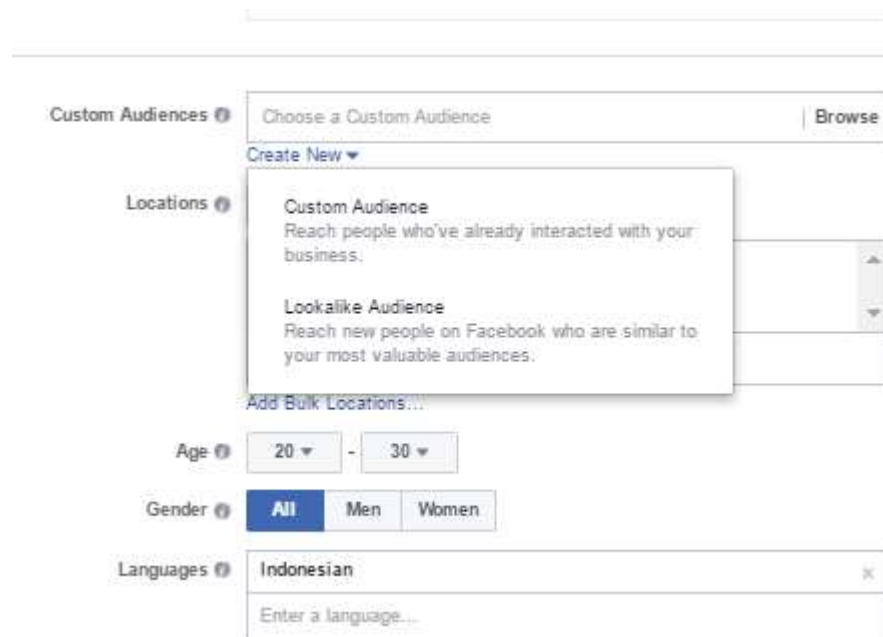
Terdiri 2 kata yaitu look dan like atau lihat dan seperti

Lha trus masak artinya kelihatan seperti atau seperti kelihatan...ah tau ah

Intinya satu mencari audience yang mirip atau menyerupaiyaa begitulah

Oke...lanjut

Penampakannya seperti dibawah ini=



The screenshot shows the Facebook Audience Selector interface. At the top, there's a 'Custom Audiences' section with a 'Choose a Custom Audience' dropdown and a 'Browse' button. Below this is a 'Create New' dropdown menu that is open, showing two options: 'Custom Audience' (Reach people who've already interacted with your business) and 'Lookalike Audience' (Reach new people on Facebook who are similar to your most valuable audiences). Below the dropdown is an 'Add Bulk Locations...' link. Further down, there are filters for 'Age' (20 - 30), 'Gender' (All, Men, Women), and 'Languages' (Indonesian). The 'All' gender option is selected, and the 'Indonesian' language is entered in the text box.

Kalau boleh diartikan custom audience => looklike audience adalah pengelompokkan audience yang mirip dengan niche page kita semisal jualan saya=> inner, jilbab, hijab, daleman, ninja, ciput

Banyak adviser kayak sayah **bukan anda loo yaa beranggapan bahwa semakin banyak pengunjung situs, penggemar Facebook atau daftar pelanggan-memiliki tumpang tindih demografi, interest dan behaviour akan menciptakan banyak visitor. Bukankah lebih baik kita memilih audience yang lebih tertarget dan untuk menemukan lebih banyak audience? Nah, Anda bisa.

Anda dapat membuat custom audience dengan menargetkan orang-orang yang memiliki karakteristik mirip dengan koneksi-orang yang ada yang sangat mungkin menjadi tertarik dengan produk Anda, layanan dan konten. Para audience Anda membuat target ulang oleh kesamaan disebut lookalike penonton dan mereka mengekspos iklan Anda ke khalayak yang lebih luas dan relevan. (RETARGETING)

Untuk membuat custom audience berdasarkan look like untuk pengunjung website, pergi ke bagian Pemirsa Iklan Manager dan custom audience dipasang di website Anda. Klik Buat lookalike Pemirsa di bagian bawah halaman dan memilih jangkauan penonton yang diinginkan.

Untuk membuat pemirsa khusus kesamaan berdasarkan data pribadi Facebook Anda saat fans (misalnya, perilaku, minat, dll), pergi ke bagian Pemirsa Iklan Manager, klik Buat Pemirsa dan pilih lookalike Pemirsa dari menu.

The screenshot shows the 'Create a Lookalike Audience' window. At the top, it says 'Find new people on Facebook who are similar to your most valuable audiences.' Below this is a link 'Show Advanced Options :'. The 'Source' dropdown menu is set to 'Choose a Custom Audience, a conversion tracking pixel, or a Page.'. The 'Country' dropdown menu is set to 'Choose a country to target.'. The 'Audience Size' slider is set to 1% on a scale from 0 to 10. The text 'Estimated reach' is visible on the right side of the slider. Below the slider, it says 'Audience size ranges from 1% to 10% of the total population in the country you choose, with 1% being those who most closely match your source.'. At the bottom right, there are two buttons: 'Cancel' and 'Create Audience'.

Create a Lookalike Audience

Find new people on Facebook who are similar to your most valuable audiences.
[Show Advanced Options :](#)

Source ⓘ Choose a Custom Audience, a conversion tracking pixel, or a Page.

Country ⓘ Choose a country to target.

Audience Size ⓘ Estimated reach

0 1 2 3 4 5 6 7 8 9 10 % of country

Audience size ranges from 1% to 10% of the total population in the country you choose, with 1% being those who most closely match your source.

Cancel Create Audience

Create Lookalike Audience

Reach new people who are similar to an audience you care about. Select a source and a country below, then choose an optimization.

Source

Country

Optimize for Similarity ☐ Reach ☐

Audiences that are optimized for similarity will behave more like your source compared to larger audiences that are optimized for reach.

RETARGETING melalui iklan Facebook membantu Anda tetap atas pikiran saat mereka sedang mempertimbangkan keputusan mereka. Caranya adalah konten RETARGETING ke audience yang tepat daripada audience umum yang mungkin atau mungkin tidak tertarik lebih banyak tentang bisnis Anda, produk atau layanan.

Manfaatkan look like untuk menangkap lebih banyak konversi dan memenuhi sasaran iklan Anda.

Detailed Targeting INCLUDE people who match at least ONE of the following

Interests > Additional Interests

- AdSense
- Advertise/Promote on Facebook
- AdWords
- Affiliate marketing
- Backlink
- basketball on facebook
- Belajar bisnis online
- Bisnis Dari Internet
- Bisnis Dari Rumah

Add demographics, interests or behaviors Suggestions Browse

and MUST ALSO match at least ONE of the following

Add demographics, interests or behaviors Sugg

Exclude People

Connections Add a connection type

Facebook, Facebook for I Central Jakarta, Public rel level marketing, Bisnis Or Discounts and allowances online, Facebook for Andr TipSAKTI Untuk Bisnis Or BISNIS, Marketing buzz, I research, Cost per action, Bisnis Indonesia, Iklan M JUAL BELI, Peluang Bisi traffic, Persija Jakarta, Pi Indonesia, AdSense, Tele Inbound marketing, Bisnis Social media optimization, selling, certified facebook Jakarta, Sales promotion, trade, wirausaha, BolehMi (Jual Baju, Tas, Dompel, Aksesoris), Jual Beli Mobi Sana Sini, Online shoppin Bisnis Online, Landing pa Media, Search engine opti Brand, PELUANG VIRAU! Malaysia Percuma, North

CURRENT AUDIENCE **NEW CRITERIA**

NEW AUDIENCE

NARROW AUDIENCE

Choose new targeting details to refine your audience from the people included above.

TIPS

Adding the first option will decrease the size of your audience, and then each new option will increase the size from there.

Lalu narrow audience apa yaa,...terdiri 2 kata narrow dan audience yang boleh kita artikan narrow =panah, sedang audience =pengeunjung/fans/orang yang tertarik produk kita

Bisa di bilang TARGET MARKET

Jadi setiap kita memilih look like maka narrow audience mesti ada....kayak pacaran gitu dimana ada kamu disitu ada saya.....he..he..he

Di narrow kita akan di arahkan 4 jalan yaitu =

1. expand age range
2. must also match feature
3. excluded
4. segment reatargeting

sayang sekali four way WRAPING UP adalah teknik RETARGETING dengan 4 objek yaitu

- email subscribe,
- facebook fans
- website visitor

kalau ada waktu umurku panjang ...kita bahas four ways and three objek RETARGETING